# IBM WebSphere Portal

***WebSphere ® Portal Version 5.1.0.1 raises the bar on business value.***

- *WebSphere Portal Enable offers a single point of personalized interaction with applications, content, processes, and people for a unified user experience.*

- *WebSphere Portal Extend adds access to people, information and applications, as well as collaboration tools that improve communication among portal users. Also provides comprehensive search capabilities and site analysis features.*

## Value Proposition

IBM WebSphere Portal provides a personalized, dynamic and reliable point of interaction with processes, applications, content and people for LOB managers, C-level and IT managers who need to improve employee productivity and customer loyalty, while helping to reduce operating costs. Unlike other portal vendors, IBM's offering is a mission critical solution that allows customers to respond rapidly to changes in the marketplace and gain a competitive advantage.

WebSphere Portal for Multiplatforms V5.1.0.1 and WebSphere Portal Enable for z/OS V5.1 provide a complete portal solution that enables an organization to transform itself into an on demand business, improving its speed and flexibility in the marketplace.

## Target Audience

**Customer size:** Enterprise customers
**Typical sponsor:** C-Level Executive, LOB Executive, IT Manager

## Customer Pains / Needs

**C-Level Executives**

- Measurably increase your ROI
- Generate reports to help you make smarter decisions
- Consolidate views of your financial/operational metrics
- Improve employee productivity and IT infrastructure using existing resources

**LOB Executives**

- Efficient access to key information
- Faster execution with fewer project delays
- Respond faster to customers and increase loyalty
- Enhance employee collaboration on projects
- Improve customer and employee retention

**IT Manager**

- Deploy composite applications that support roles-based **workflows** spanning disparate applications
- Create multiple **virtual portal** sites with a single portal instance, saving infrastructure and administration costs

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- Ensure that secure, focused information is delivered to the appropriate internal teams
- Effectively manage the growth of your site and content
- Monitor and maintain the structural integrity of your site
- Analyze trends among site visitors that might affect capacity planning
- Publish content to Web sites, create Web content faster, and manage Web content more effectively
- Provide users with access to e-mail/messaging
- Allow employees to instant message
- Provide shared workspaces to enable project collaboration

## Questions to ask to identify a project

- Would you like to optimize productivity and improve business processes?
- Would you be interested in providing a company portal to improve employee productivity and partner and customer loyalty?
- Couldn't improved collaboration and communication with customers and partners result in stronger relationships and greater retention?
- Could improved access to information and improved communication among employees decrease your time to market for new products and offerings?

## Benefits

- **Transform** into an on demand business to help improve speed and flexibility in the marketplace
- Quickly **build** scalable portals to help simplify and improve the user's experience with personalized content, business processes and applications
- **Deploy** composite applications that support ***orchestrated workflows*** spanning disparate applications
- **Create** ***multiple virtual portal sites*** with a single portal instance, saving infrastructure and administration costs
- Create and **manage content** for your portal site with integrated IBM Workplace Web Content Management
- **Add** ***collaborative components*** and ***Web analytics***, coupled with additional tools to search, share, organize and create transactions, information, business processes and applications with other portal users
- **Extend** the value of WebSphere Portal to new platforms such as i5/OS, z/OS and WAS V6.0 (new in V5.1.0.1)

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## Platforms

**WebSphere Portal offerings are supported on the following platforms:** pSeries™ with AIX or Linux, iSeries™ with i5/OS or Linux, IBM-compatible PC with Windows 2000 Server/Windows 2000 Advanced Server/Windows 2003 Standard/Windows 2003 Enterprise, HP/UX (Itanium not supported), Sun Solaris and zSeries with z/OS or Linux.

## Pricing

For current pricing information, go to the IBM Software on-line catalog at: http://ibm.com/software/info/ecatalog/

For Portal Enable for z/OS visit the ShopzSeries site at: http://www14.software.ibm.com/webapp/ShopzSeries/ShopzSeries.jsp

| Product | PPA Level A in US$ |
|---|---|
| WebSphere Portal Enable | $89,186 |
| WebSphere Portal Enable for z/OS | Value Unit Pricing, VUE007 |
| WebSphere Portal Extend | $143,689 |

## Competitive Landscape

- IBM has the most complete Portal offering in the market
- WebSphere Portal provides the most flexibility/choice
- IBM Portal offerings are built on open standards Java 2 Platform, Enterprise Edition (J2EE) and Web services.
- WebSphere Portal is accepted by customers, Business Partners and Analysts as a preferred Portal
- *2003, 2004 & 2005 Gartner Magic Quadrants*: IBM a leader with WebSphere Portal - Horizontal Portal
- *eWeek*: Excellence Award for Portals and Knowledge Management (April 2004)
- *JAVAPro*: Best Java Enterprise Portal Technology (November 2004)

## Additional Information

- **External Site for Customers:** http://ibm.com/websphere/portal
- **Sales & marketing information kits for BPs:** http://partnerinfo.software.ibm.com/smi13.nsf/docs-us/ibmwebsphereportalformultiplatformsversion5.1overview?opendocument
- **External 'Why Upgrade?' page:** http://ibm.com/websphere/portal/whyupgrade